Global Promotion Campaigns Performance Review

November 18, 2025

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- Registrations Summary & Trends

  - + Promo Timeline

- Q1 & Q3 Promo Insights

- Audience Insights

- Industry Examples

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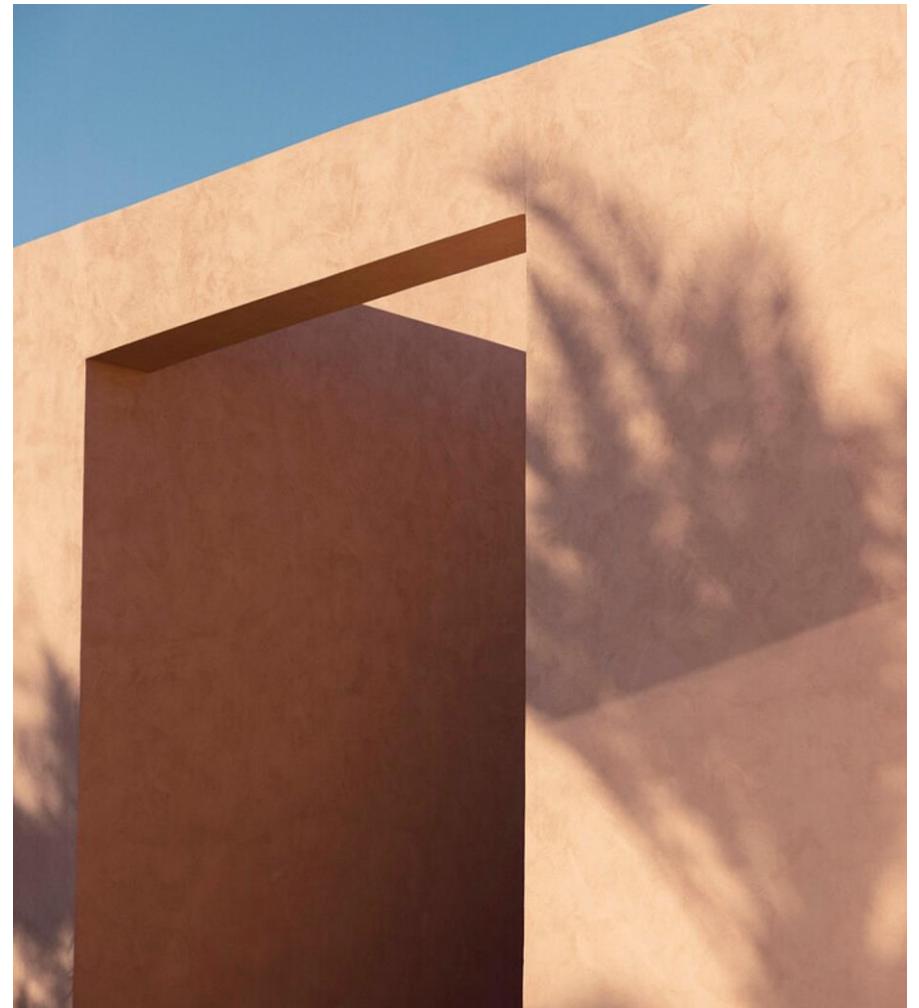
Registrations Summary & Trends

## + Promo Timeline

Registrations Summary + Promo Timeline
Q3 2022 – Q1 2025

| Promo	Q3 '22	Q1 '23	Q3 '23	Q1 '24	Q3 '24	Q1 '25
Registrations	2.1 M	3.1 M	3.1 M	3.7 M	3.0 M	3.5 M
RPK	0.021	0.029	0.020	0.030	0.025	0.031

Total Registrations | RPK:
Q1 Promos – 10.3 M | 0.03
Q3 Promos – 8.2 M | 0.02

RPK = total registrations / 1000 delivered. Deliveries include Announcements, Reg. Reminders, Reg. Last Chance & Non-Member ACQ for all regions.

See the next two slides for registration details and trends.

Same Q1 offer each year:
1K bonus pts. + 1 bonus Elite Night Credit each night

Q3 offers varied each year

Q3 '22: Beginning with 2nd stay, 2K bonus pts. each stay + cardholders 2K bonus pts. each stay at different brand
Reg. Period: 9/7 – 12/1
Earning Period: 9/21 – 12/15

2022

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

2023

Q1 '23
Reg. Period: 1/24 – 4/9
Earning Period: 2/7 – 4/23

Q3 '23: 1.5K bonus pts. each stay + 3K bonus pts. for every 3 brands
Reg. Period: 8/30 – 11/22
Earning Period: 9/12 – 12/6

Q1 '24
Reg. Period: 1/30 – 4/15
Earning Period: 2/13 – 4/29

Q3 '24: 2K bonus pts. each 2+ night stay + 2K bonus pts. each 2+ night stay at MGM Collection
Reg. Period: 8/27 – 11/12
Earning Period: 9/10 – 11/26

2024

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

2025

Q1 '25
Reg. Period: 1/28 – 4/14
Earning Period: 2/11 – 4/28

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Compared to all promos, Q1 2025 had the highest RPK at 0.031 with 3.5 M total registrations; overall, Q1 promotions generated a higher RPK at 0.030 compared to Q3 promos at 0.022.
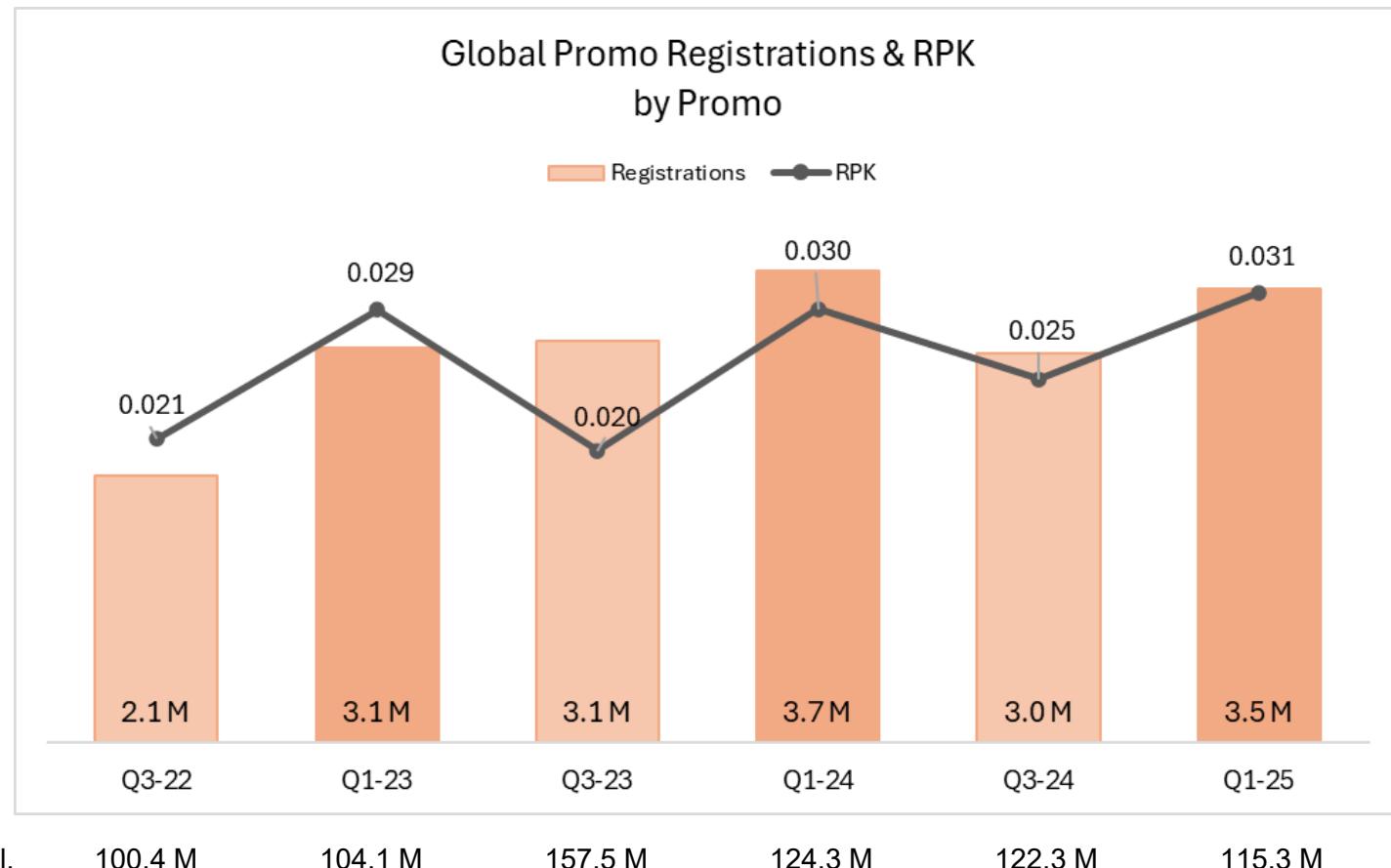
Global Promo Registrations & RPK by Promo

Registrations | RPK

	Q3-22	Q1-23	Q3-23	Q1-24	Q3-24	Q1-25
RPK	0.021	0.029	0.020	0.030	0.025	0.031
Registrations	2.1 M	3.1 M	3.1 M	3.7 M	3.0 M	3.5 M
Del.	100.4 M	104.1 M	157.5 M	124.3 M	122.3 M	115.3 M

RPK = total registrations / 1000 delivered. Deliveries include Announcements, Reg. Reminders, Reg. Last Chance & Non-Member ACQ for all regions.

Q1 Promos	Reg's	25 vs 24	25 vs 23	24 vs 23
Q1-23	3,068,420			
Q1-24	3,667,582			19.5%
Q1-25	3,535,935	-3.6%	15.2%	
Total	**10,271,937**			

Q3 Promos	Reg's	24 vs 23	24 vs 22	23 vs 22
Q3-22	2,076,804			
Q3-23	3,130,997			50.8%
Q3-24	3,027,812	-3.3%	45.8%	
Total	**8,235,613**			

Q1 Promos	RPK	25 vs 24	25 vs 23	24 vs 23
Q1-23	0.029			
Q1-24	0.030			0.1%
Q1-25	0.031	3.9%	4.0%	
Total	**0.030**			

Q3 Promos	RPK	24 vs 23	24 vs 22	23 vs 22
Q3-22	0.021			
Q3-23	0.020			-3.9%
Q3-24	0.025	24.6%	19.7%	
Total	**0.022**			

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Registration Trends (cont.)
Q3 2022 – Q1 2025

As expected, we saw a spike in registrations around the time Announcements were mailed.

Global Promo Registration Trends by Promo Period
Q3 '22 - Q1 '25

Announcement solo mailed

FloLo was first used with Q3 2024 reminders on Sep 28, 2024.

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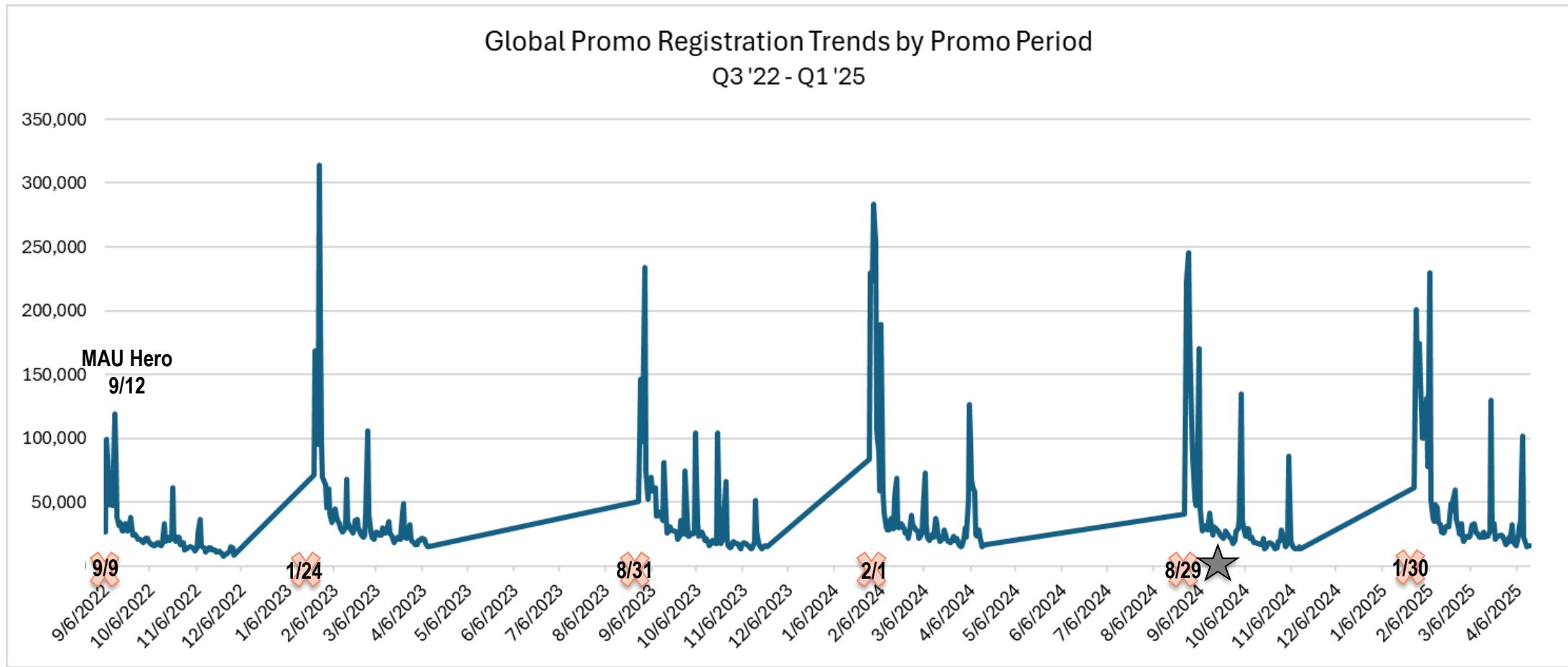
Interesting Observation: Announcing in MAU (ENG) in Q3 2022 drove nearly the same # of registrations compared to the Q3 2023 announcement solo. The # of registrations from the MAU (ENG) + Solo (Non-Members/INL) in Q3 2022 was +59% higher than the Q3 2023 Solo.

Q3 2022

REGISTRATION_DT	REG. COUNT	Marketing/Comm. Go Live
9/7/2022	99,593	Landing pages live
9/8/2022	**69,517**	**MAU hero placement (ENG)**
9/9/2022	**48,295**	**Solo announcement (INL &Nonmembers)**
9/15/2022	31,765	MAU hero placement (INL)
9/26/2022	25,089	Reminder email (ENG & INL)

Total = **117,812**
YoY diff. = *+59%*

Q3 2023

REGISTRATION_DT	REG. COUNT	Marketing/Comm. Go Live
9/28/2023	**74,008**	**Announcement solo email**
10/12/2023	21,836	MAU (ENG)
10/19/2023	17,701	MAU (INL)

Member Announcement
(MAU ENG Hero)

Non-Member+ INL
Announcement Solo
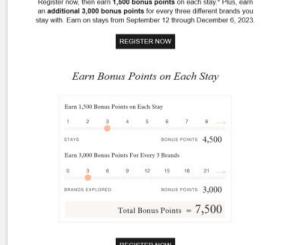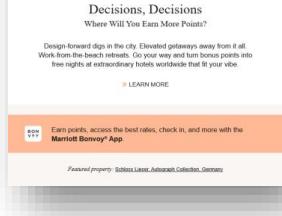
In Q3 2024, the Announcement solo (not pictured) deployed on Aug 31, 2024 and generated 109.5K registrations.

Also, fewer total registrations compared to the MAU+Solo combo in Q3 2022.

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Recommendations

- Gain audience segment insights from available registration reporting – registered via app vs. online, regions, targeted audience sub-segments and loyalty tenure – test into additional personalization and audience-led marketing tactics.

- For two-part offers such as those included in the Q3 promos, we recommend leveraging promo performance data to better understand engagement in two-part offers and ways to personalize reminder content.

- Announcing in MAU to members vs. sending a Solo performed well for key segments at driving registrations in Q3 2022. Consider A/B testing this approach again to understand which campaign is the most effective communication vehicle. Testing will also provide deeper insights into which segments would engage more with MAU vs. with a Solo.

- Consider using RAB content from the Content Library by leveraging the reusable module to support content syndication and improved tracking across emails.

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Q1 Global Promotions

Creative Samples: Q1 Global Promotions

U.S. ENG Versions

Q1 Promotions consistently structured YoY. Earn 1 bonus Elite Night Credit and 1,000 bonus points for each night during a stay.

Offer Details:

Q1 2023

Reg (1/24/23 - 4/9/23), Earn (2/7/23 - 4/23/23)

• 75 nights eligible for promotion
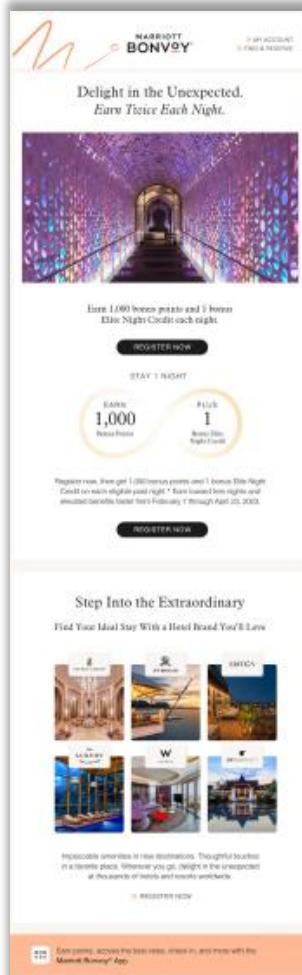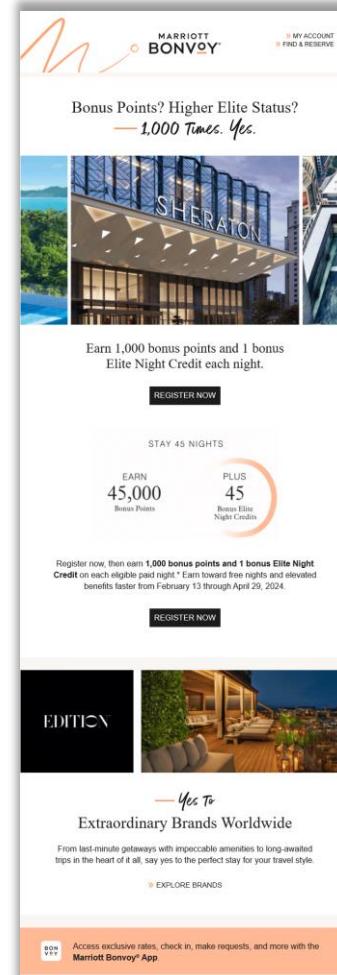
Q1 2024

Reg (1/30/24 – 4/15/24), Earn (2/13/24 - 4/29/24)

• 76 nights eligible for promotion

• Inactive versions deployed to 14.3M members
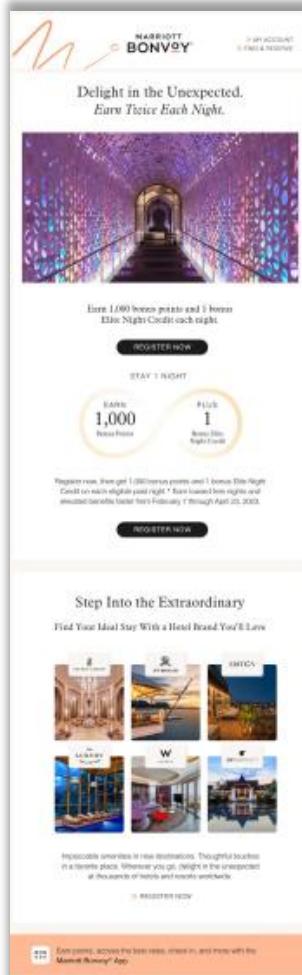
Q1 2025

Reg (1/28/25 - 4/14/25), Earn (2/11/25 - 4/28/25)

• 77 nights eligible for promotion

• Inactive versions deployed to 14.3M members

• Short-form vs. long-form test in the non-member version

Q1 2023

Q1 2024

Q1 2025

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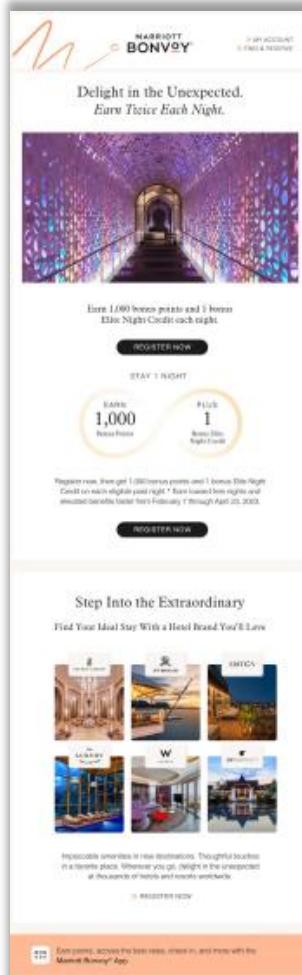
Q1 Global Promotions Performance Summary

1. Email engagement was strongest in 2024 at an overall 0.86% CTR; unsub rates were steady each year at 0.22%.

2. Non-Member ACQ and Auto Confirmation triggers drove the most engagement each year with overall CTR between 1.6% and 2.5%; Upper Elites most engaged with Announcement mailings*, at or above a 9.0% CTR.

3. February 2025 Global Promotion Hero placement in Non-Member MAU drove nearly 2xs the engagement as the Q3 Global Promotion Hero feature in October 2024 (0.42% in Q1 '25, 0.22% in Q3 '24); Q1 Core MAU placements have driven 2.0K bookings and $874.4K in total revenue since 2024

    - Consider Hero targeting based on when Core and Non-Member MAU deploys compared to the timing of Announcement or Reminder emails. Test hero placement for non-openers/clickers of GloPro solo emails and leverage larger, more prominent secondary placements for everyone else.

4. Strongest financial performance in 2023 with 7.9K bookings generating $3.9M in total revenue and a 0.09 BPK; BPK declined to 0.06 in 2024 and then increased to 0.08 in 2025.

*Member level performance unavailable for Announcement '24 email

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Overall CTR across Q1 promos was highest in 2024 at 0.86%, followed by 2023 at 0.82% and 2025 at 0.74%; unsub rate of 0.22% was steady each year.

Q1 Global Promotion Engagement Trends
2023-2025 | ENG

Delivered —CTR —Unsub Rate

	Q1 '23	Q1 '24	Q1 '25
CTR	0.82%	0.86%	0.74%
Unsub	0.22%	0.22%	0.22%
Delivered	89.4M	101.7M	95.2M

MBV Avgs
Q1 '23: 0.85% CTR | 0.18% unsub
Q1 '24: 0.86% CTR | 0.20% unsub
Q1 '25: 0.69% CTR | 0.18% unsub

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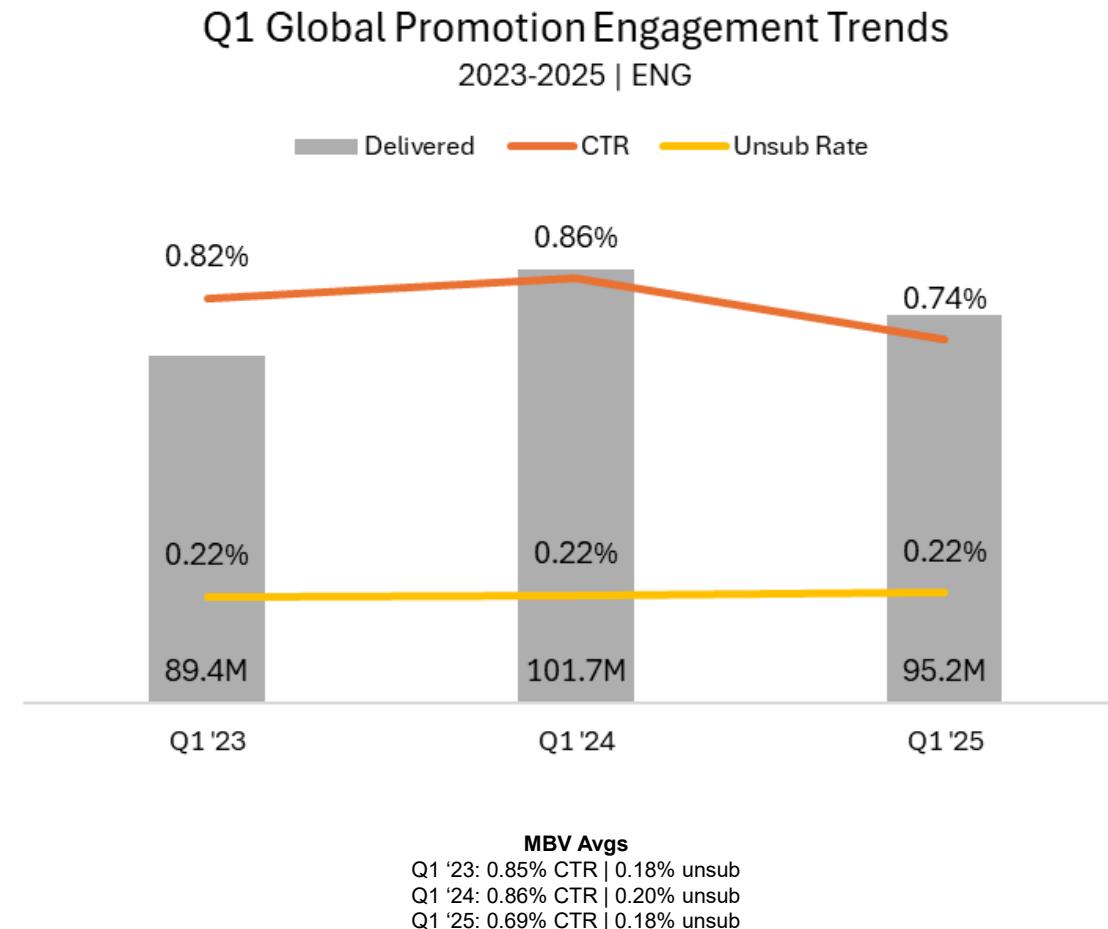
Among registration focused mailings, Announcements drove higher CTRs each year compared to the Reminder and Last Chance mailings; across all mailings, 2025 Announcement and Reg. Reminder mailings saw lower overall unsub rates at 0.17% and 0.16%, respectively.

Q1 Global Promo Registration Email Trends
2023-2025 | ENG Announcements, Reg. Reminders, Reg. Last Chance

Delivered — CTR — Unsub Rate

MBV Avgs
Q1 '23: 0.85% CTR | 0.18% unsub
Q1 '24: 0.86% CTR | 0.20% unsub
Q1 '25: 0.69% CTR | 0.18% unsub

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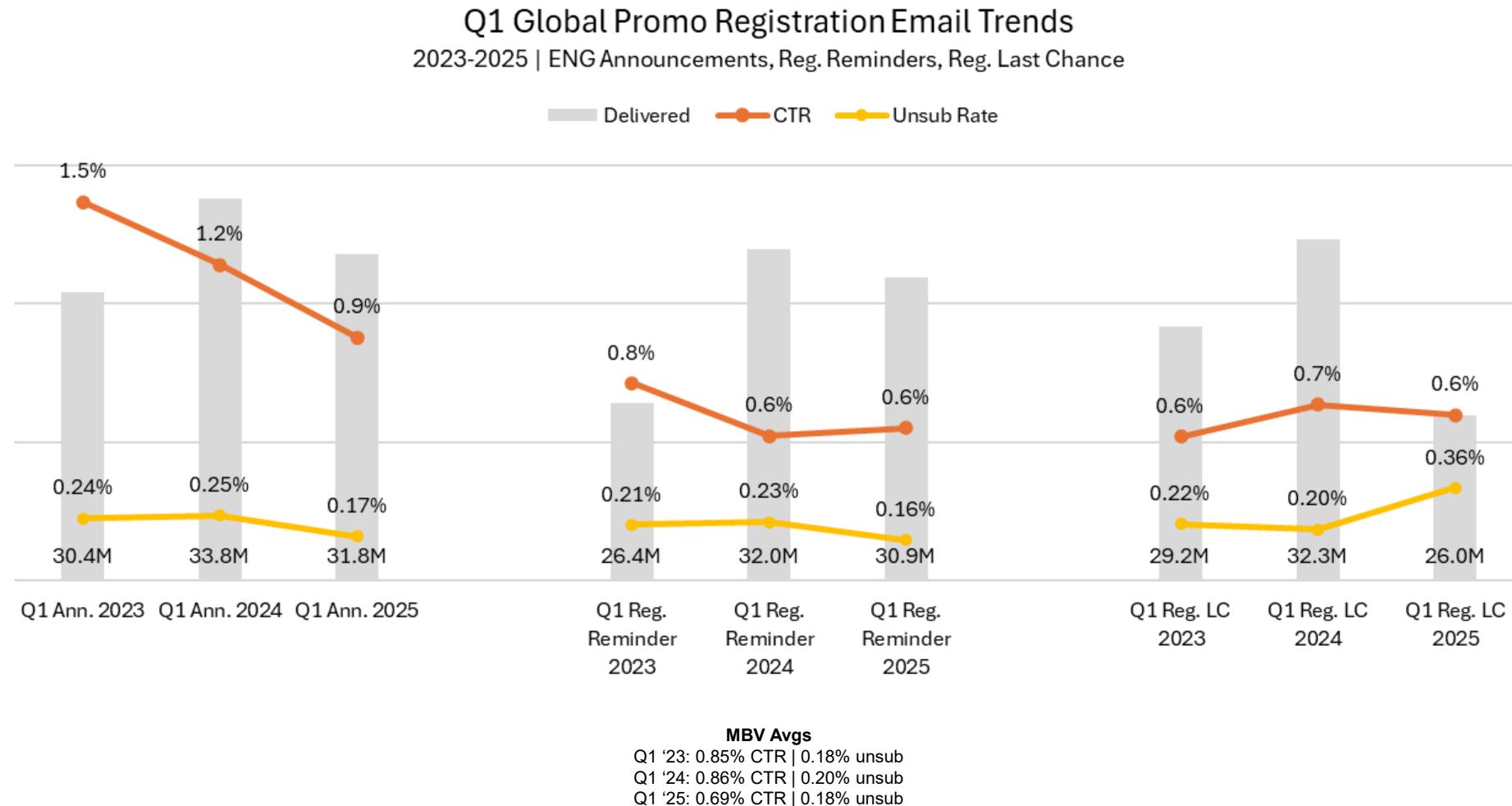
Q1 booking email engagement was strong across reminders and last chance mailings; 2023 booking reminders saw the highest CTR at 2.57% compared to all mailings; unsub rates were very low across the board.
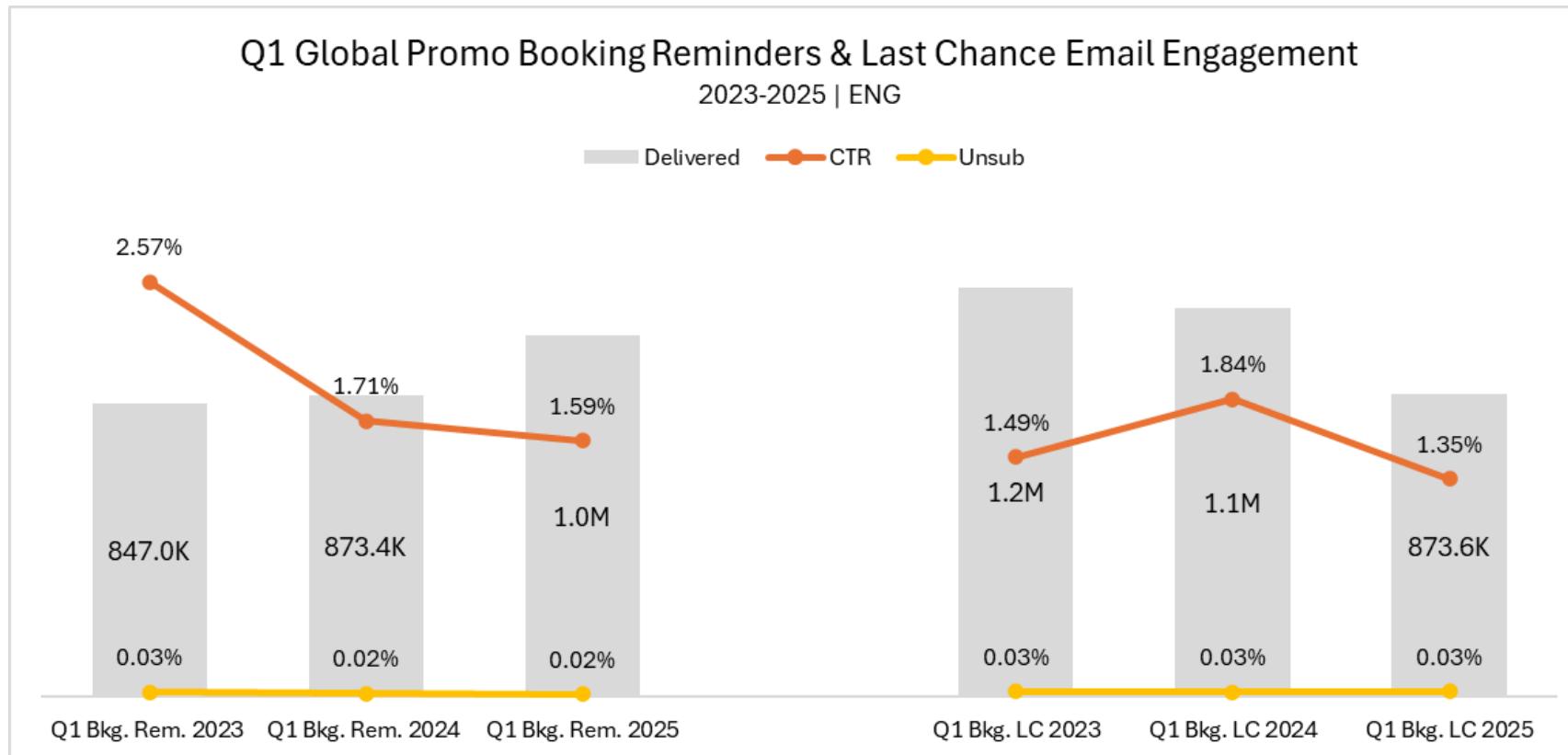
Q1 Global Promo Booking Reminders & Last Chance Email Engagement
2023-2025 | ENG

Legend: Delivered · CTR · Unsub

	Q1 Bkg. Rem. 2023	Q1 Bkg. Rem. 2024	Q1 Bkg. Rem. 2025	Q1 Bkg. LC 2023	Q1 Bkg. LC 2024	Q1 Bkg. LC 2025
Delivered	847.0K	873.4K	1.0M	1.2M	1.1M	873.6K
CTR	2.57%	1.71%	1.59%	1.49%	1.84%	1.35%
Unsub	0.03%	0.02%	0.02%	0.03%	0.03%	0.03%

MBV Avgs
Q1 '23: 0.85% CTR | 0.18% unsub
Q1 '24: 0.86% CTR | 0.20% unsub
Q1 '25: 0.69% CTR | 0.18% unsub

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Overall Q1 BPK trends saw a decline 2024 vs. 2023 followed by an increase 2025 vs. 2024; in 2023 and 2024, last chance mailings drove more revenue compared to the first reminder.

Q1 Global Promo Booking Reminders & Last Chance Financial Trends
2023-2025 | ENG

Legend: Revenue — BPK — Conv%

Left chart (Booking Reminders):
- Q1 Bkg. Rem. 2023: BPK 1.05, Revenue $410,163, Conv% 4.09%
- Q1 Bkg. Rem. 2024: BPK 0.99, Revenue $361,989, Conv% 5.79%
- Q1 Bkg. Rem. 2025: BPK 1.16, Revenue $511,936, Conv% 9.69%

Right chart (Last Chance):
- Q1 Bkg. LC 2023: BPK 1.37, Revenue $886,390, Conv% 9.19%
- Q1 Bkg. LC 2024: BPK 0.83, Revenue $465,909, Conv% 4.51%
- Q1 Bkg. LC 2025: BPK 1.04, Revenue $397,757, Conv% 7.73%

MBV Avgs
Q1 '23: 0.06 BPK | 0.72% Conv
Q1 '24: 0.05 BPK | 0.53% Conv
Q1 '25: 0.05 BPK | 0.68% Conv

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February 2025 placement received the most engagement for a Hero in Non-Member MAU; Q1 Core MAU placements have driven 2.0K bookings and $874.4K in total revenue since 2024

Core MAU

Non-Member MAU

February 2024 Hero
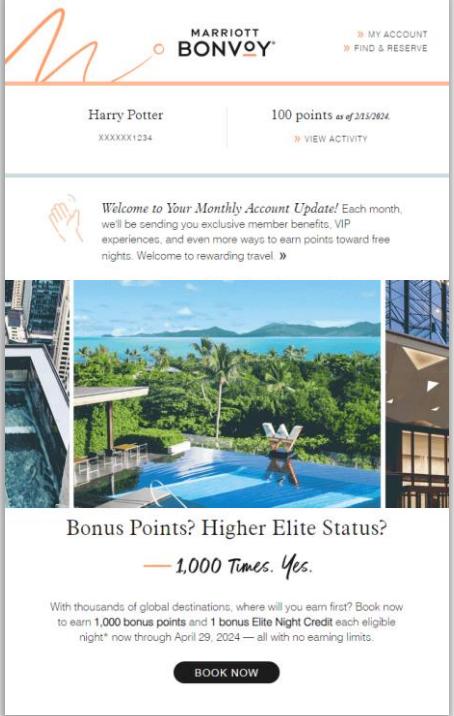
Delivered: 24.2M
CTR: 0.74%
Bookings: 649
BPK: 0.03

March 2024 Offer
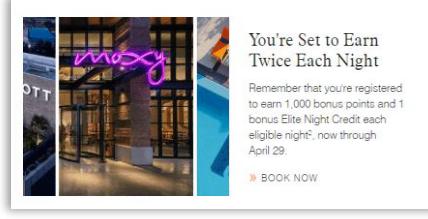
Delivered: 24.9M
CTR: 0.09%
Bookings: 27
BPK: 0.00

April 2024 Offer

Delivered: 22.9M
CTR: 0.18%
Bookings: 260
BPK: 0.01
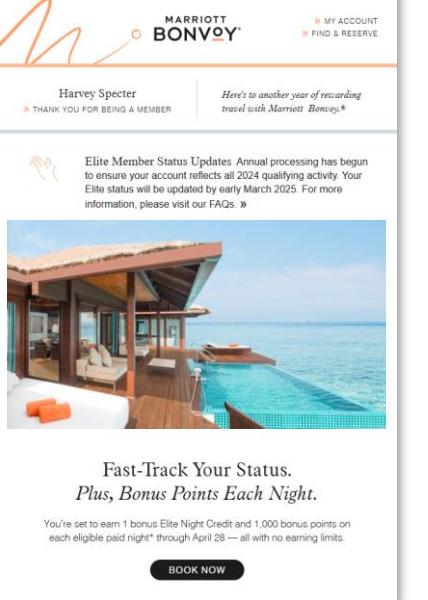
February 2025 Hero

Delivered: 28.9M
CTR: 0.95%
Bookings: 865
BPK: 0.03

March 2025 Offer

Delivered: 28.6M
CTR: 0.17%
Bookings: 223
BPK: 0.01

February 2025 Hero
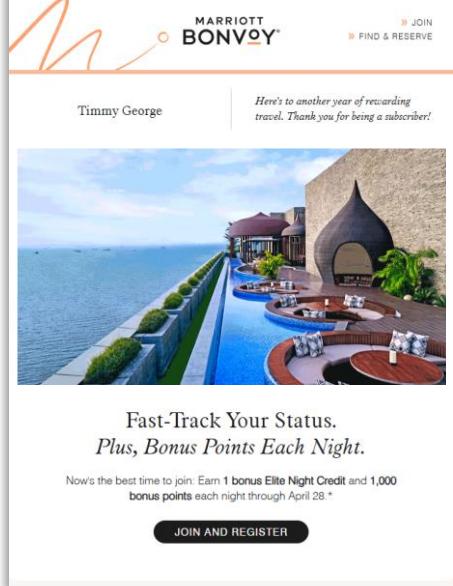
Delivered: 11.5M
CTR: 0.42%
Bookings: 314
BPK: 0.03

March 2025 Offer

Delivered: 11.4M
CTR: 0.06%
Bookings: 18
BPK: 0.00

Quarterly Recommendations

- Explore audience tracking for Global Promotion campaigns and target MAU placements based on Announcement and Reminder; consider testing versions for engagers/non-engagers, recent/upcoming stayer or active/inactive audiences

- Consider testing a "Pre-Announcement" email to most engaged audiences, evaluate registration rates for audience who receives additional email versus the BAU flow

- Add CDP attributes in audience tracking to analyze the data for any potential insights to help with future Global Promotion campaigns and explore versioning

- Evaluate registrations across communications and determine if additional secondary versioning should be created for non-Global Promotion campaigns

- Consider targeting Inactive audiences in Push and SMS and compare CTR and registration rates to email for measuring channel effectiveness with these audiences

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Q3 Global Promotions

Creative Samples: Q3 Global Promotion Announcements

Members | U.S. | ENG Versions

Q3 Promotions included additional bonus points incentives to encourage brand trial.

Offer Details:

Q3 2022   Reg (9/7/22 - 12/1/22), Earn (9/21/22 - 12/15/22)

• Earn 2,000 bonus points on each stay beginning w the second stay

• Cardholders earn an additional 2,000 bonus points on each stay at a

   different brand, starting with the second brand stay

• 85 nights eligible for promotion

Q3 2023   Reg (8/30/23 - 11/22/23), Earn (9/12/23 - 12/6/23)

• Earn 1,500 bonus points on each stay

• Plus earn an additional 3,000 bonus points for every 3 brands stayed

• 85 nights eligible for promotion

Q3 2024   Reg (8/27/24 - 11/12/24), Earn (9/10/24 - 11/26/24)

• Earn 2,000 Bonus Points on each stay of 2+ nights

• Plus earn an additional 2,000 Bonus Points on each stay of 2+ nights

   at MGM Collection with Marriott Bonvoy destinations

• 77 nights eligible for promotion

• Short vs. Long test in announcement solo

Q3 2022
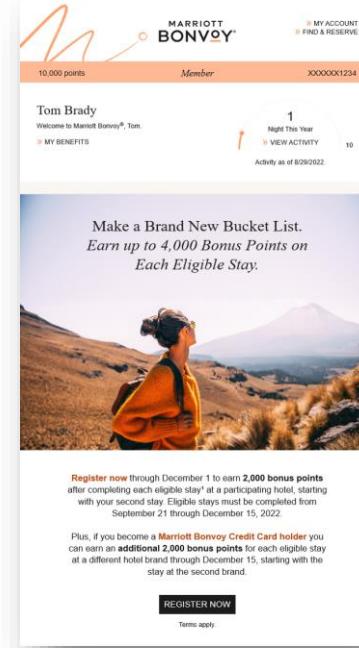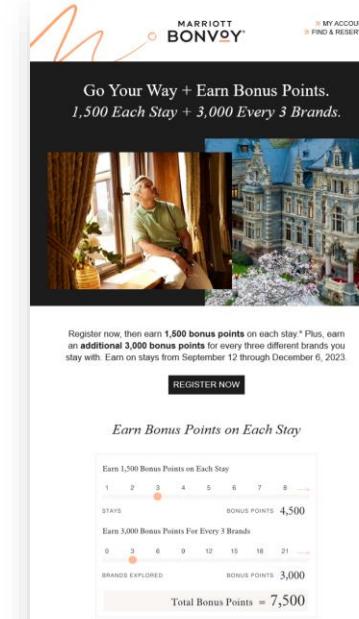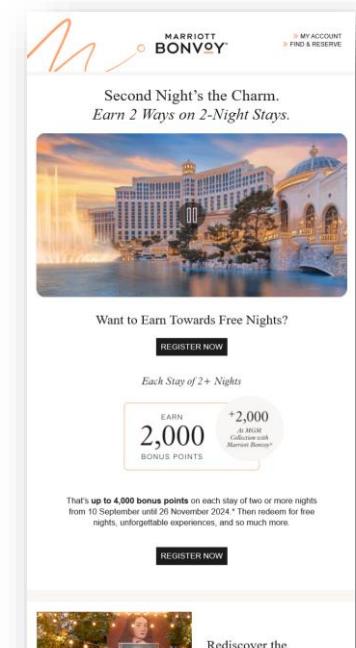
Member Announcement
(MAU Hero)

*Non-Member announcement
was a solo*

Q3 2023

Q3 2024

Q3 Global Promotions Performance Summary

1. Q3 2023 Global Promotions drove 3.1M registrations, which was +51% compared to Q3 2022 and +3% compared to Q3 2024.

2. Engagement rates for **Registration focused emails remained consistent across all Q3 promotions (2022-2024)**, regardless of the promo offering. The CTR average for Announcements were 1%, Reminders were 0.5%, and Last Chance messages were 0.35%.

   • All CTRs were above Bonvoy averages (from +0.07 pts. to +0.21 pts.) for their respective quarters.

   • Unsub rates averaged 0.2%, which is on-par with the Bonvoy benchmark of 0.2%. Delivery volumes saw YoY increases of about 15%.

3. **Member engagement and audience health were strong with the second Registration reminder email** (0.67% CTR, 0.12% unsub) in Q3 2023 that mailed 2.5 weeks before the Last Chance message. Test sending this again but to a targeted audience using previous email engagement and CDP data attributes.

4. Tracking **inactive members in Q3 2024 showed** that the email did engage some of the audience, but **email might not be the channel of choice for this group**. Overall CTRs were below average across all emails. The unsub rate was healthy at 0.10%.

   • Consider targeting this audience in Push and SMS and compare CTR and registration rates to email for measuring channel effectiveness.

5. **Booking reminder emails held the highest level of engagement** with CTRs ranging from 1.2% - 2.9%, and Last Chance reminder CTRs ranged from 1.2% - 1.9%.

   • Unsub rates were consistently low from 0.02% - 0.05%. The highest BPK (0.91) and conversion rate (6.72%) with the Q3 2022 booking reminder emails.

   • Sending two booking reminders before the last chance email in 2022 and 2023 helped drive additional bookings. Conversion rate was 1.86 pts higher in 2022 compared to the first reminder email capturing $233K more revenue, and conversion was 4.41% in 2023 with $215K in rev. CTRs were 1.2% and 1.5% with unsubs below 0.05%.

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Engagement rates for Registration focused emails remained consistent across all Q3 promotions (2022-2024), regardless of the promo offering.

The CTR for Announcements averaged 1%, Reminders mostly in 0.5% range, and Last Chance messages averaged 0.35%.
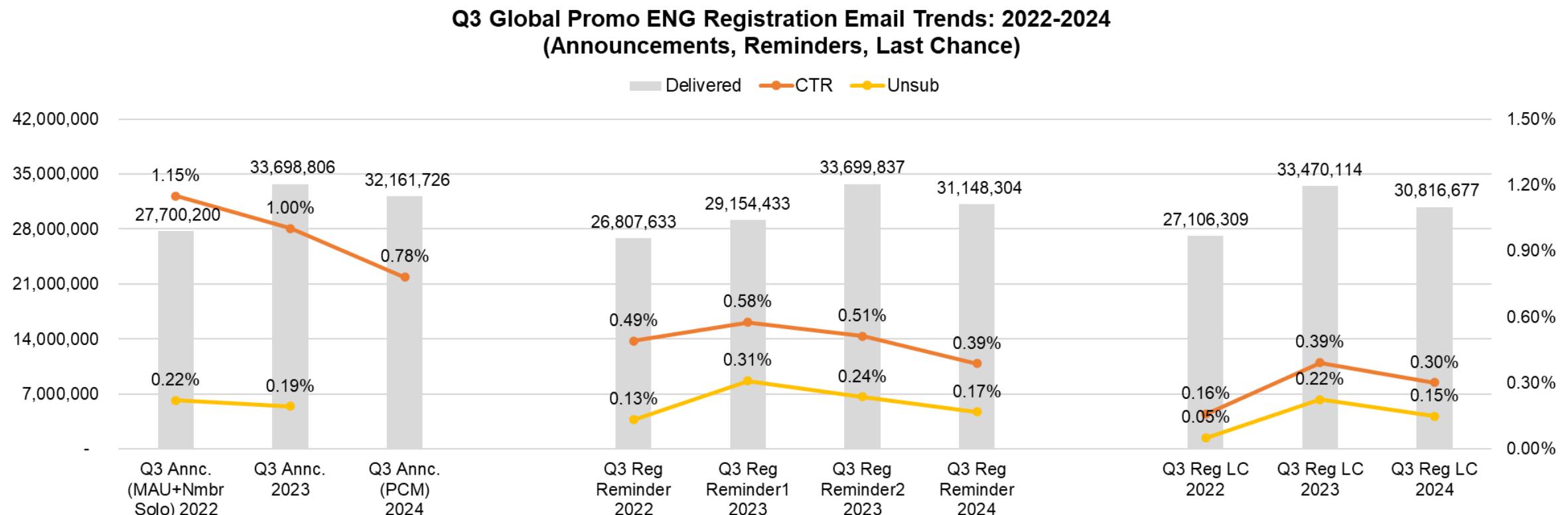
Q3 Global Promo ENG Registration Email Trends: 2022-2024
(Announcements, Reminders, Last Chance)

Legend: Delivered, CTR, Unsub

MBV Avgs
Q3 '22: 0.92% CTR | 0.17% unsub
Q3 '23: 0.82% CTR | 0.26% unsub
Q3 '24: 0.71% CTR | 0.19% unsub

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Members responded well to the second Registration Reminder email in Q3 2023 that mailed 2.5 weeks before the Last Chance message. Non-member engagement improved in 2024 but still shows a need for deeper targeting.

Q3 Promo ENG Registration Reminder Engagement:
By Member Level (2022-2024)

■ CTR ■ Unsub

Q3 2022 Reg. Reminders

Category	CTR	Unsub
REM. MBR	0.70%	0.07%
LC MBR	0.22%	0.02%
REM. NON-MBR	0.18%	0.23%
LC NON-MBR	0.08%	0.10%

Q3 2023 Reg. Reminders

Category	CTR	Unsub
REM1 MBR	0.77%	0.15%
REM2 MBR	0.67%	0.12%
LC MBR	0.48%	0.11%
REM1 NON-MBR	0.26%	0.57%
REM2 NON-MBR	0.29%	0.41%
LC NON-MBR	0.27%	0.38%

Q3 2024 Reg. Reminders

Category	CTR	Unsub
REM MBR	0.51%	0.11%
LC MBR	0.40%	0.11%
REM INACTIVE	0.21%	0.10%
LC INACTIVE	0.18%	0.09%
REM NON-MBR	0.33%	0.27%
LC NON-MBR	0.25%	0.23%

MBV Avgs
Q3 '22: 0.92% CTR | 0.17% unsub
Q3 '23: 0.82% CTR | 0.26% unsub
Q3 '24: 0.71% CTR | 0.19% unsub

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Q3 **Registration Reminder** Email Engagement by Member Level
(2022-2024)

Qtr.	Reg Reminders by Level (ENG version)	Delivered	CTR	Unsub
Q3 2022 Reg. Reminders	REM. MBR	16,006,913	0.70%	0.07%
	LC MBR	16,077,120	0.22%	0.02%
	REM. NON-MBR	10,800,720	0.18%	0.23%
	LC NON-MBR	11,029,189	0.08%	0.10%
Q3 2023 Reg. Reminders	REM1 MBR	17,931,099	0.77%	0.15%
	REM2 MBR	19,610,819	0.67%	0.12%
	LC MBR	19,379,036	0.48%	0.11%
	REM1 NON-MBR	11,223,334	0.26%	0.57%
	REM2 NON-MBR	14,089,018	0.29%	0.41%
	LC NON-MBR	14,091,078	0.27%	0.38%
Q3 2024 Reg. Reminders	REM MBR	14,027,732	0.51%	0.11%
	LC MBR	13,756,972	0.40%	0.11%
	REM INACTIVE	5,379,169	0.21%	0.10%
	LC INACTIVE	5,376,804	0.18%	0.09%
	REM NON-MBR	11,741,403	0.33%	0.27%
	LC NON-MBR	11,682,901	0.25%	0.23%

Consistently above average engagement for Booking reminder emails.

Q3 Global Promo ENG Booking Reminders & Last Chance Email Trends: 2022-2024

Legend: Delivered · CTR · Unsub

Q3 Bkg Reminder1 2022: 625,475 delivered, 1.97% CTR, 0.02% Unsub
Q3 Bkg Reminder2 2022: 796,615 delivered, 1.20% CTR, 0.02% Unsub
Q3 Bkg Reminder1 2023: 641,533 delivered, 1.40% CTR, 0.03% Unsub
Q3 Bkg Reminder2 2023: 1,020,022 delivered, 1.47% CTR, 0.05% Unsub
Q3 Bkg Reminder 2024: 658,336 delivered, 2.89% CTR, 0.02% Unsub
Q3 Bkg LC 2022: 1,005,311 delivered, 1.23% CTR, 0.03% Unsub
Q3 Bkg LC 2023: 1,219,655 delivered, 1.37% CTR, 0.04% Unsub
Q3 Bkg LC 2024: 904,072 delivered, 1.90% CTR, 0.02% Unsub

MBV Avgs
Q3 '22: 0.92% CTR | 0.17% unsub
Q3 '23: 0.82% CTR | 0.26% unsub
Q3 '24: 0.71% CTR | 0.19% unsub

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Sending two Booking reminders before the last chance email in 2022 and 2023 helped drive additional bookings.

Q3 Global Promo ENG Booking Reminder & Last Chance Email Trends: 2022-2024

Legend: Rev | BPK | Conv

Chart data points:
- Q3 Bkg Reminder1 2022: $214,013 | BPK 0.91 | Conv 4.86%
- Q3 Bkg Reminder2 2022: $233,058 | BPK 0.81 | Conv 6.72%
- Q3 Bkg Reminder1 2023: $159,966 | BPK 0.69 | Conv 4.95%
- Q3 Bkg Reminder2 2023: $215,392 | BPK 0.65 | Conv 4.41%
- Q3 Bkg Reminder 2024: $215,693 | BPK 0.64 | Conv 2.21%
- Q3 Bkg LC 2022: $243,074 | BPK 0.71 | Conv 5.00%
- Q3 Bkg LC 2023: $300,423 | BPK 0.77 | Conv 5.65%
- Q3 Bkg LC 2024: $200,633 | BPK 0.51 | Conv 2.69%

MBV Avgs
Q3 '22: 0.08 BPK | 0.85% Conv
Q3 '23: 0.06 BPK | 0.72% Conv
Q3 '24: 0.04 BPK | 0.58% Conv

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Q3 2024: Non-Member Long vs Short Announcement Solo Test

Aug 29, 2024 | US | English version
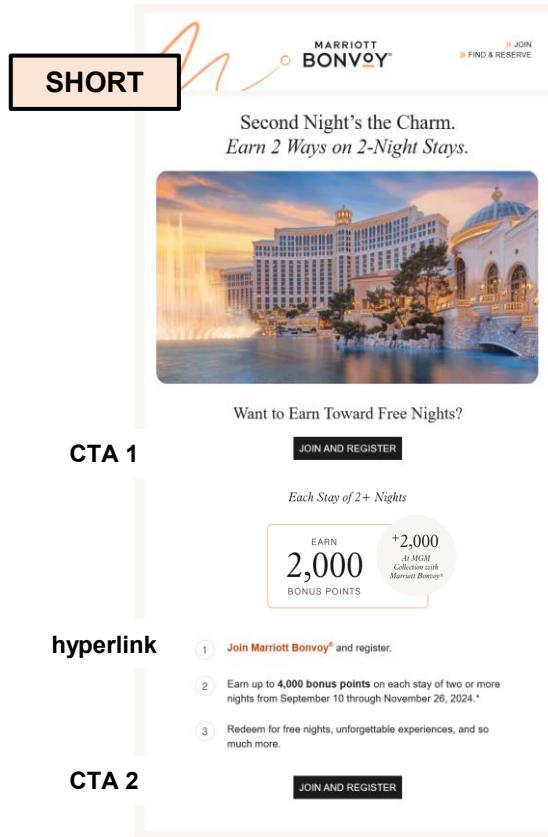
Results: Longer version generated more activity. It drove 393 more unique clicks and only 2 additional room nights which lead to increased revenue.

More data is needed to measure CTRs and statistical significance. Results are directional only.

Recommend testing again for additional data and engagement patterns.

SHORT

CTA 1

hyperlink

CTA 2

Content
- Hero Module only
- 3 total CTAs*
- 3.0K Total clicks
- 2.7K Unique clicks
- 12 Bookings
- 27 Room Nights
- $5.7K

LONG

CTA 1

hyperlink

CTA 2

CTA 3

Content
- Hero + 2 Secondary Modules
- 4 total CTAs*
- 3.5K Total clicks (+14%)
- 3.1K Unique clicks (+15%)
- 12 Bookings (flat)
- 29 Room Nights (+7%)
- $8.1K (+41%)

Additional Modules
1. Member Benefits
2. Redemption Education

*(*Both were non-clickable)*

***Interesting Observation**: the* **New Customer_No Engagement** Fact Base non-member segment generated 38% of clicks for both long and short versions.

They also generated 46% of revenue in the longer version (all rev. from 1 booking on CTA 1) and 27% in the shorter version (90% of rev from 3 bookings on CTA 1)

Quarterly Recommendations

- Test sending a second Registration reminder again before Last Chance to members and consider targeting audiences using previous email engagement and CDP data attributes.

- Announcing in MAU in Q3 2022 drove nearly the same level of engagement as the solo email in Q3 2023. Consider testing the announcement in MAU again for more engaged audiences and sending the solo to everyone else.

- Test targeting criteria for non-members getting Registration Reminder emails to include audiences most likely to engage. Develop look-a-like models to identify customers with a propensity to engage in promotions.

- Continue sending two booking reminders before the Last Chance Booking email to help drive additional bookings and revenue.

- Recommend testing short vs long announcement emails again for engagement patterns.

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Audience Insights

Executive Summary: **Member Level Engagement**
Q3 2023/2024 & Q1 2024/2025 | All ENG Mailings

- Comparing **all promos** –

  - **Q1 2025** drove the highest overall CTR for members at 0.91%, driven by Gold – Ambassador; Basic and Silver saw higher overall CTRs in Q1 2024. Non-members were also most engaged with Q1 2025 at a 0.48% CTR. **Basic members**, who made up the largest proportion of the audience, saw highest overall engagement with the Q1 2024 promo, which influenced seeing most overall registrations also in Q1 2024 at 3.7 M, followed by Q1 2025 at 3.5 M.

  - **Unsub rates were consistently low** for all members across each promo; Basic 0.11% – 0.12%, Silver/Gold 0.04% – 0.06% and upper elites 0.01% – 0.02%; non-members ranged from 0.25% – 0.41%.

- *Comparing **Q1 Promos** in 2024 & 2025 –

  - Members and non-members saw **higher overall CTRs in 2025 compared to 2024**; YoY CTRs for members were similar at 0.91% vs. 0.88%, while more of a YoY difference for non-members at 0.48% vs. 0.31%.

- Comparing **Q3 Promos** in 2023 & 2024 –

  - **Members saw a higher overall CTR in 2023** at 0.87% compared to 2024 at 0.44%; conversely, non-members had a slightly higher CTR in 2024 at 0.29% compared to 0.26% in 2023.

  - Overall **Q3 Announcement Hero click activity for members was +0.52 pts. higher in 2023 vs. 2024**, impacted by the 2024 brand module – popular MGM Collection feature pulled some activity away from the Hero.

Q1 2023 & Q3 2022 not shown in charts nor included in member level analysis as most member level campaign data for these promos was not available.
*Member level click data for Q1 2024/2025 promos not available.
All Mailings = Announcements, Reminders, Last Chance

CTRs by Promo by Member Level

Q1 2024 · Q1 2025 · Q3 2023 · Q3 2024

NON · BASIC · SILVER · GOLD · PLAT. · TITAN. · AMBASS.

Q1 Promos - YoY CTRs
All Mailings

2024 · 2025

Members: 0.88% / 0.91%
Non: 0.31% / 0.48%
Total: 0.63% / 0.75% ★

Q3 Promos - YoY CTRs
All Mailings

2023 · 2024

Members: 0.87% / 0.44%
Non: 0.26% / 0.29%
Total: 0.61% / 0.38%
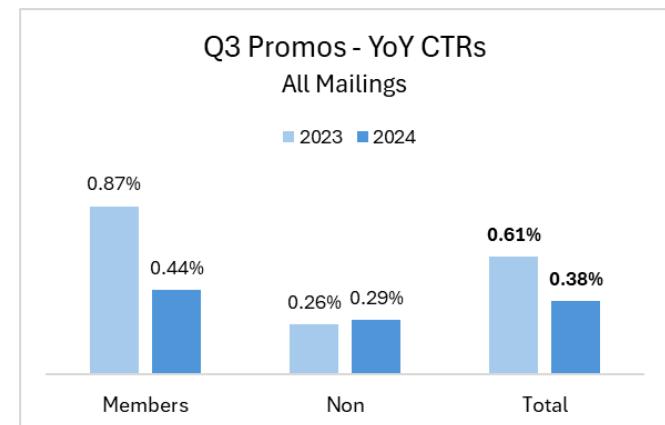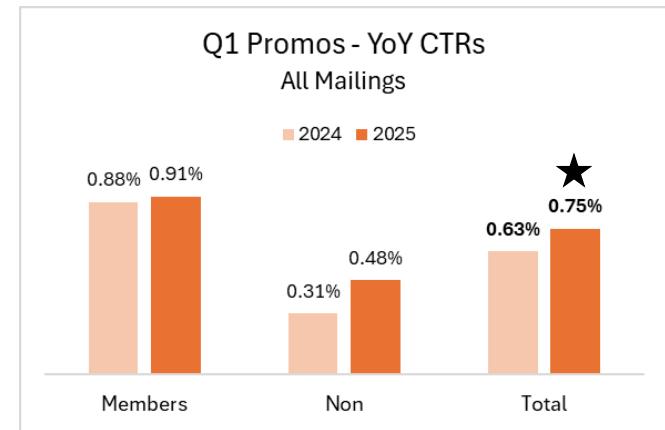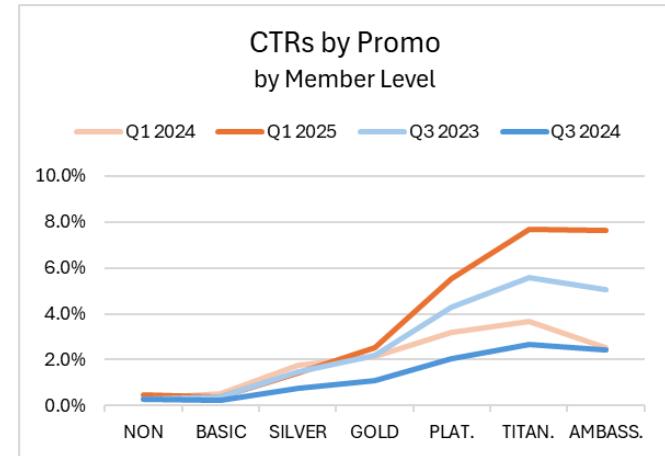
Executive Summary: **Member Level Financials**
Q3 2023/2024 & Q1 2024/2025 | ENG Booking Reminders

- Comparing **all promos** –

  - The **BPK trend** across promos was mostly similar for all levels – Q1 2025 was the top bookings driver for all members except Ambassadors who saw their highest BPK in Q3 2024.

  - The **highest member level BPKs** were from Titanium at 1.45 and Gold at 1.42, both in Q1 2025; some of the lowest BPKs were from Basics at 0.23 in Q3 2024 and 0.38 in Q3 2023.

  - Overall, **Q1 2025 drove the highest total BPK of 1.23**, followed by Q1 2024 at 0.90, Q3 2023 at 0.72 and Q3 2024 at 0.55.

- *Comparing **Q1 Promos** in 2024 & 2025 –

  - 2025 BPK of 1.23 was a **+37% increase vs. 2024** of 0.90; 2025 BPKs ranged from 0.72 for Ambassadors to 1.45 for Titanium; 2024 BPKs ranged from 0.43 for Ambassadors to 1.13 for Gold members.

- Comparing **Q3 Promos** in 2023 & 2024 –

  - 2024 BPK of 0.55 was a **-24% decrease vs. 2023** of 0.72; 2024 BPKs ranged from 0.23 for Basics to 1.09 for Ambassadors; 2023 BPKs ranged from 0.38 for Basics to 0.94 for Titanium.

  - Based on available member level click data for Q3 2023 only, as expected the **Hero generated the most bookings for all levels except Basics**, who had more bookings from the Header compared to the Hero.
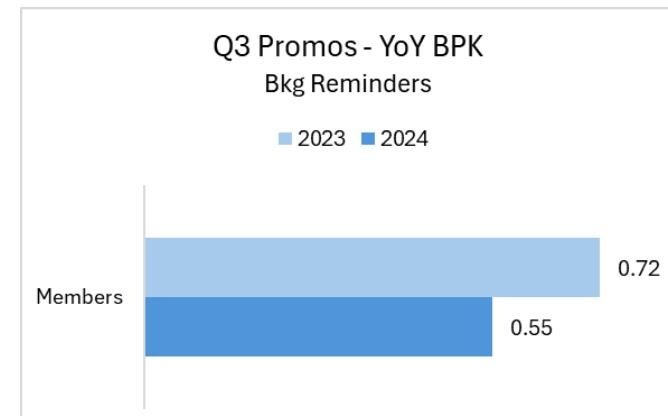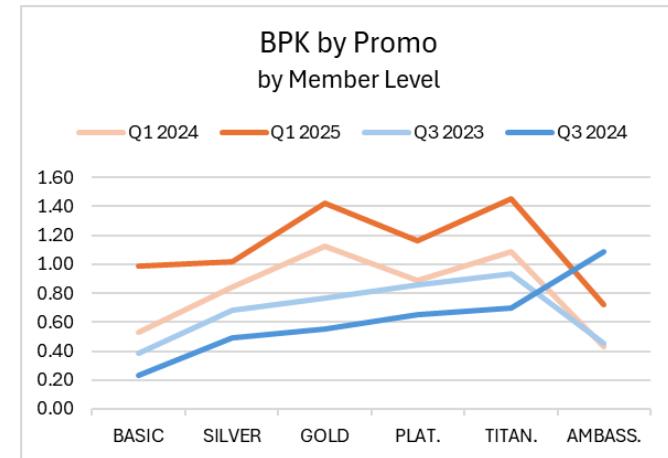
  Q1 2023 & Q3 2022 not shown in charts nor included in member level analysis as most member level campaign data for these promos was not available.
  *Member level click data for Q1 2024/2025 promos not available; missing member level bookings in Q3 2024 click data.

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Executive Summary: **Inactive Member Versions Performance**
Q1 2024/2025, Q3 2024 | All ENG Mailings

Overview: Two-year stay inactive member versions were created for the past 3 promos – Q1 2024, Q3 2024 and Q1 2025 – with the goal of increasing registrations from this segment which was a bit stay-dormant.

Across the **3 promo periods combined** –

- In line with overall trends, **inactive members** were more engaged with the Q1 promos vs. Q3; Q1 2024 promo drove the highest CTR for each member level compared to Q1 2025 and Q3 2024; unsub rates were low across the board.

- Compared to all other members who received the same promo mailings, overall email performance from inactive members saw mostly declines, **driven primarily by Basics** who made up 75%+ deliveries –

  - Inactive Basic members drove an overall 0.26% CTR, while other Basic members generated a 0.41% CTR.

Inactive Member Engagement by Promo

	Del.	CTR
Q1 2024	14.3 M	0.53%
Q3 2024	15.2 M	0.28%
Q1 2025	14.3 M	0.37%
Total	43.8 M	0.39%
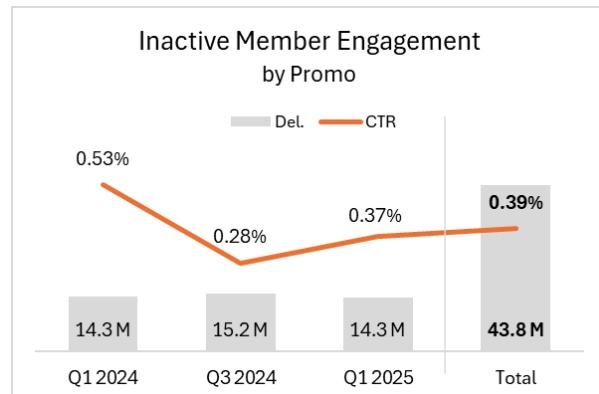
Inactives All levels	Total Q1 24/25, Q3 24	vs. Members Excl. Inactives Q1 24/25, Q3 24
CTR	0.39%	-0.50 pts.
Unsub%	0.09%	-0.01 pts.
Conv%	0.40%	-0.44 pts.

Charts include all mailings to Inactives (Ann, Reg Rem.). BPK comparison not included as no booking reminders were found in reporting.

Member Version

VS.

"You're Missing Out" in SL & "Come back" messaging in the Hero spoke directly to the inactive audience.

Redemption education - no CTA link.

Q3 2024 & Q1 2025 education module included Register Now CTA

SL: It's Back! Earn Twice Each Night, Fname

Creative Examples: Q1 2024 Announcements

SL: You're Missing Out: Earn Toward Free Nights and Higher Elite Status

Audience-Level Recommendations

- To expand audience insights and to help inform future content approaches, track segments at a deeper level, such as –

  - Repeat vs. first stay

  - Has the MBV app vs. does not have the MBV app

  - Opted-in for Push/SMS vs. not opted-in

  - Recent M.com search activity

  - Relevant CDP & TSP attributes

- A/B test a separate email message between members who have previously registered and/or booked through the app vs. M.com

- Add a dynamic SMS and/or Push consent banner for audiences who have the app but are not yet opted in.

- Because Basic members make up the largest proportion of the audience and therefore drive most of the overall performance, A/B test and track

  approaches tailored to Basics to understand which content mixes resonate most and drive even more engagement and registrations. Examples –

  - Hero CTA copy - "Register in one click" vs. "Register Now"

  - Hero headlines positioned as questions vs. statements; scripted style font vs. block style - this test builds on the creative approach in the higher-engaging Q1 2024 mailings.

  - Brand education vs. redemption module click through – M.com brand/booking page vs. Registration page. While these modules add value for more dormant members, this secondary content may also be distracting in getting the registration; A/B testing the booking vs. registration CTA approach will help us better understand overall impact to registrations and engagement from Basic members.

  - Direct (BAU) vs. intriguing subject lines to influence even more opens.

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Audience-Level Recommendations (cont.)

- For non-openers/clickers of GloPro solos, consider using the MAU Hero placement and leverage larger, more prominent secondary modules as reminders for everyone else.

- Consider targeting Inactive audiences in Push and SMS and compare CTR and registration rates to email for measuring channel effectiveness; also consider sending booking reminders to Inactive audiences to compare effectiveness to active members.

- Test targeting criteria for non-members getting Registration Reminder emails to include audiences most likely to engage. Develop look-a-like models to identify customers with a propensity to engage in promotions.

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Industry Examples

Industry Example: Hilton Honors Promo Registration

Mailed: Friday, 10/24/25

SL: We couldn't help ourselves… 👀

Promotion Period: Completed stays between Oct 1 – Dec 31

Highlights:

- Intriguing subject line with fun emoji encourages the open

- Tall Hero creative approach with the Hero headline, copy and CTA placed above the image

- "Register in 1 click" CTA copy to indicate the registration process is simple and quick; placed in all modules for consistency

- Several featured individual properties and locations to drive interest

- Limited amount of copy for a quick-hitting approach

Industry Example: Hilton Honors Promo Booking

Mailed: Sunday, 11/9/25

SL: 2,500 Points + 25% off = your best stay yet

Promotion Period: Completed stays between Oct 1 – Dec 31

Highlights:

- Subject line and Hero headline display the primary offer of 2,500 bonus points; points strikethrough in the Hero headline makes it seem like they have stepped up their offer

- As with Registration email, tall Hero creative approach with the Hero headline, copy and CTA placed above the image

- Limited amount of copy and content overall keeps the approach simple and to-the-point

- Secondary cobrand offer to complement the overall earning message

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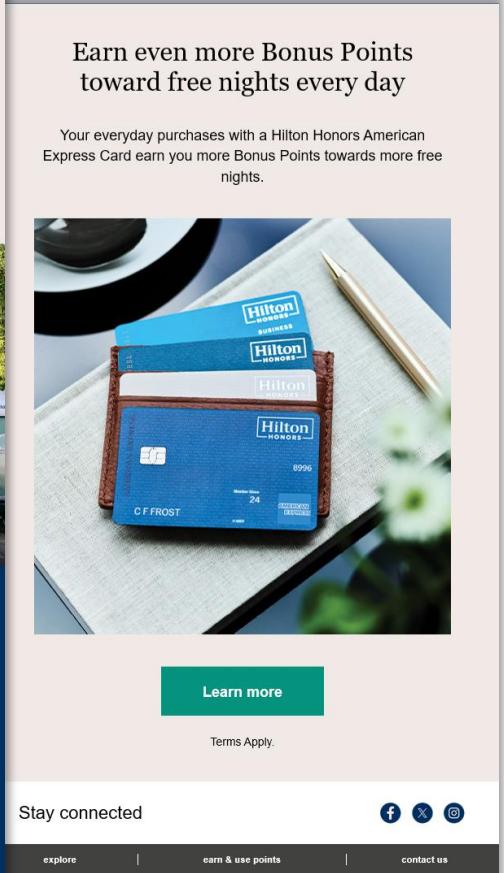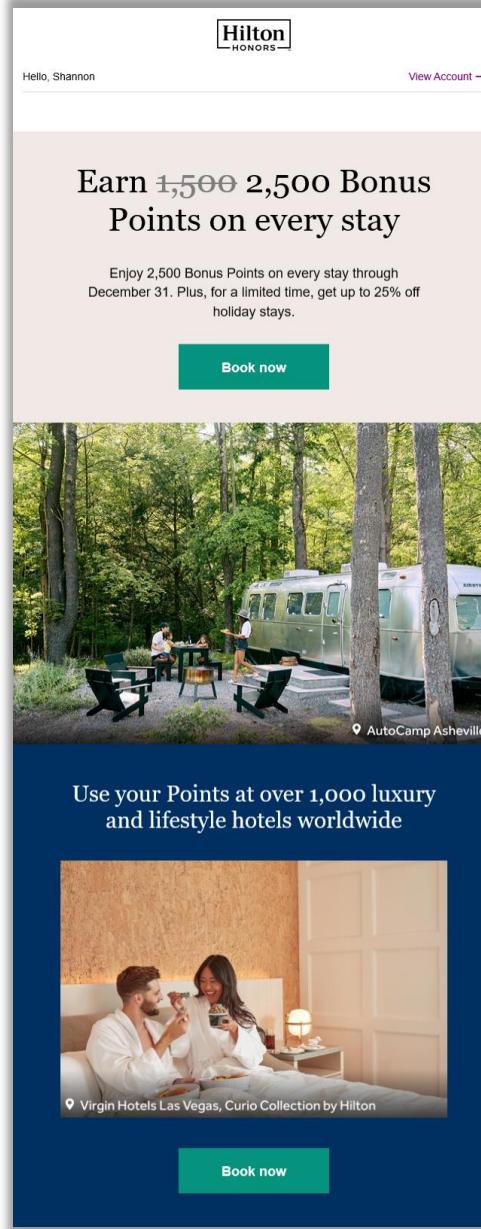
Industry Example: Liquid Life Booking Reminder

Brand: *Liquid Life*

Highlights:

- Clever, personalized approach to capture anyone who has interest but is not able to book right away – a small step vs. big leap approach.

- Headline messaging speaks to a mobile and/or busy audience.

- Drop-down box allows selection of reminder timing preference.

- An interstitial confirmation appears after setting the reminder.

- See the next slide for an example of how this approach could be applied to MBV Global Promotion booking reminder emails.

On your mobile device? Too busy to book now?

Set your reminder time below and provide us your email and we will send you a notice to return and book this property.

Remind me to book in   My email address is

Select Hours   Enter email address

☐ Sign-up to our newsletter to receive special offers

*Rates and availability are subject to change until your reservation is confirmed.

☒ Close   🔖 Set Reminder

Confirmation message →

🔖 **Reminder Set!** ✕

You will be emailed with a reminder to book in 14 hours.

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Booking Reminder Example Approach

Hero Messaging:
Confirmation of Registration with top placement for immediate reinforcement.

Booking reminder message

Booking CTAs:
BOOK NOW for those who are ready to book or search properties immediately.

REMIND ME TO BOOK LATER to capture those who are not yet ready to book but are interested in earning with the promotion.

Repeat the booking reminder message and booking CTAs below the Hero.

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» MY ACCOUNT
» FIND & RESERVE

Congratulations, Shannon!

You're all set to **earn 2,025 bonus points** on up to three stays.* Plus, get an **additional 2,000 bonus points** on each stay with Marriott Bonvoy® Outdoors.

Be sure to book in time to earn from October 28, 2025 through January 10, 2026.

BOOK NOW   REMIND ME TO BOOK LATER

2,025 Bonus Points + 2,000 More Outdoors

Be sure to book in time to earn from October 28, 2025 through January 10, 2026.

BOOK NOW   REMIND ME TO BOOK LATER

BOOK NOW would direct to M.com booking page.
(BAU)
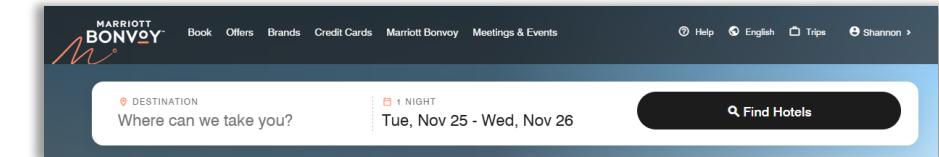
REMIND ME TO BOOK LATER would direct to a net-new booking reminder page on M.com.
(TEST)

Set your reminder time below and provide us your email and we will send you a notice to return and book.

Remind me to book in
Select Hours

My email address is
Enter email address

Close   SET REMINDER

Example confirmation message

Reminder Set!
You will be emailed with a reminder to book in 2 weeks.
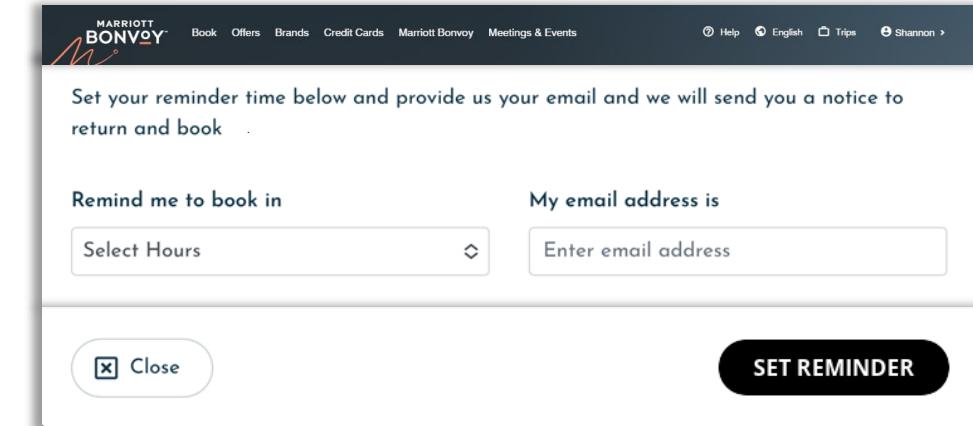
A subsequent auto-reminder would also need to be set up.

Appendix

Member Level Registration Reporting: Questions for the team

- Is each Offer Group in the list below exclusive from each other?

- Are Inactive Offer Groups exclusive from individual member levels? If so, is there a way to pull through in the reporting which member level is tied to Inactive Offer Groups?

- Which regions are included in the Intl. Offer Groups – i.e., "Active – CardM-Intl.", "Active-Intl.", "Inactive-Intl."

Global Promo Registration

Promo	Sum of TEST_REG	Sum of CONTROL_REG	Min of REGISTRATION_DT	Max of REGISTRATION_DT
Q1-2023	3,068,420	23,897	1/9/2023	4/9/2023
Q1-2024	3,667,582	30,164	1/8/2024	4/15/2024
Q1-2025	3,535,935	35,938	12/10/2024	4/14/2025
Q3-2022	2,076,804	10,675	8/29/2022	12/1/2022
Q3-2023	3,130,997	15,228	8/9/2023	11/22/2023
Q3-2024	3,027,812	12,814	8/8/2024	11/12/2024
Q4-2025	1,595,558	3,867	10/13/2025	11/10/2025
Grand Total	**20,103,108**	**132,583**	**8/29/2022**	**11/10/2025**

OFFER_GROUP
- Active - CardM- Intl.
- Active - Intl.
- Ambassador
- Basic
- Gold
- Inactive
- Inactive - Intl.
- Platinum
- Silver
- Titanium

OFFER_GROUP_C...
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

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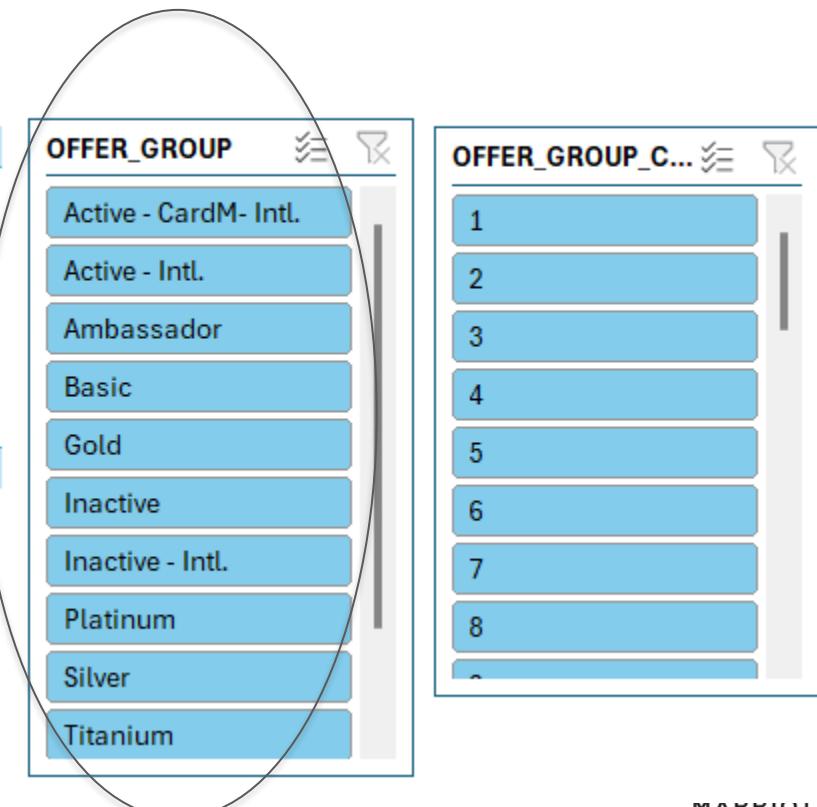
Standard KPIs

Click-through Rate (CTR)
Total clicks/emails delivered

Unsubscribe Rate
Total Unsubs/emails delivered *(total unsubs include direct unsubscribes, complaints captured and unsub link clicks without direct unsubscribe)*

Bookings
Omniture cookie tracks booking activity over a 7-day window after someone clicks on the email

Revenue
Omniture cookie tracks revenue over a 7-day window after someone clicks on the email

Conversion
Total bookings/unique clicks

BPK
(Total bookings/booking emails delivered) x 1,000

RPK
(Total registrations/registration emails delivered) x 1,000

Post-Clicks
Any conversion that happens after an email recipient clicks on a link and is outside our standard email KPIs.

For this review, **Registrations** in the Global Promotions were leveraged as part of the overall performance analysis.

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